

## COLORS PREFERRED COMMUNICATION STYLE ASSESSMENT

### *Learning Objectives*

*After completing this section, you will be able to:*

- Describe where your communication strengths are and where you have room to grow
- Identify how your communication style is perceived by others

### *Leadership Competencies:*

*The following leadership competencies are included in this section:*

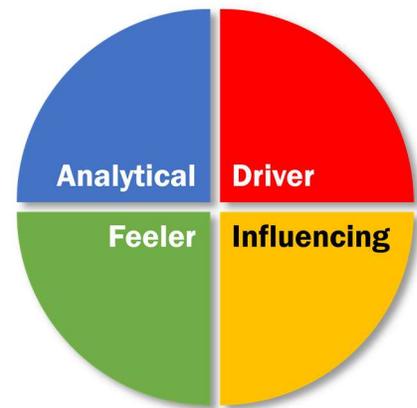
- Communicates Effectively

## UNDERSTANDING AND LEADING ACROSS STYLES

### *What Color is Your Preferred Communication Style?*

The Colors assessment helps identify your preferred communication style. Understanding your preferred style is one of the foundations to effective communication.

When you clearly understand your preferred style, you can begin to identify other people’s preferred styles and lead them in a way that is more effective. Also, in leading teams, understanding WHY team members see things and behave differently and leading them to understand and utilize these differences to meet the team’s objectives is essential to success.



### *How Leaders Leverage Difference in Their Teams*

To effectively lead teams, it’s essential to understand that every style has its own strengths and challenges.

When considering differences between people, it’s important not to stereotype individuals. Each person is complex and have many aspects to their behavioral choices. People’s communication preferences do **NOT** define the whole of who they are.

Resist the temptation to stereotype others (or yourself!) and work to understand each person’s strengths and how to capitalize on the strengths for the good of the team.



*Colors: Descriptive Meanings*

**Accurate:** Precise, correct, careful

**Aloof:** Standoffish, doesn't initiate with others

**Bold:** Courageous, fearless

**Cautious:** Careful, guarded, wary

**Charming:** Appealing, engaging

**Colorful:** Distinctive, lively, spirited

**Competent:** Qualified, capable, skilled

**Competitive:** Ambitious, striving, determined

**Confident:** Self-assured, unafraid, secure

**Content:** Satisfied, comfortable, happy

**Conventional:** Typical, traditional

**Creative:** Innovative, clever, stimulating

**Daring:** Bold, willing to try new things, courageous

**Devout:** Faithful, sincere, genuine

**Direct:** Candid, straightforward

**Easy mark:** Easily misled, pushover

**Emotional:** Sensitive, demonstrative

**Evaluative:** Assesses, determines, judges

**Even-tempered:** Calm, level-headed

**Experimental:** Innovative, pioneering

**Forceful:** Powerful, effective, strong

**Gentle:** Nice, pleasant, kind

**Good listener:** Attentive, patient

**Good mixer:** Works easily with others, sociable

**Gregarious:** Sociable, outgoing

**High-spirited:** Lively, eager, energetic

**Humble:** Modest, respectful

**Impatient:** Intolerant, easily irritated

**Impulsive:** Enthusiastic, unrestrained

**Intelligent:** Smart, knowledgeable

**Law-abiding:** Conscientious, honorable

**Loyal:** Trustworthy, dedicated, faithful

**Mature:** Developed, seasoned, ready

**Moderate:** Balanced, reasonable, even

**Neighborly:** Friendly, sociable

**Obliging:** Agreeable, accommodating

**Optimistic:** Positive, hopeful, trusting

**Outspoken:** Blunt, candid, unrestrained

**Passionate:** Excited, enthusiastic, intense

**Passive:** Uninvolved, disinterested

**Patient:** Tolerant, understanding

**Perfectionist:** Demands excellence and precision

**Persuasive:** Convincing, seeks to influence

**Playful:** Spirited, fun-loving, good-natured

**Popular:** Generally liked, admired

**Practical:** Sensible, reasonable, solid

**Predictable:** Consistent, does the expected

**Quick:** Abrupt, brief, brisk

**Respectful:** Polite, considerate

**Restless:** Impatient, anxious, unsettled

**Restrained:** Moderate, controlled

**Risk taker:** Adventurous, daring, not cautious

**Self-directed:** Independent, not requiring a lot of supervision

**Self-reliant:** Comfortable depending on oneself and not needing much support from others

**Self-promoting:** Assertive, political

**Serene:** Peaceful, calm, tranquil

**Stable:** Reliable, consistent, predictable

**Stubborn:** Rigid, determined, inflexible

**Systematic:** Methodical, organized

**Talkative:** Outgoing, communicative

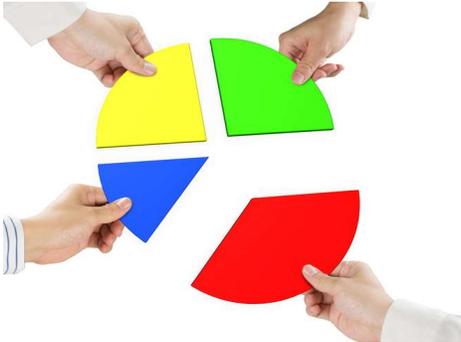




**ASSESSMENT RESULTS**

- 1. Plot each column total from the previous page onto the table below. For each column, place a large dot in the row representing the range for your total. Each column represents one of the styles.
- 2. Draw a line connecting your dots from Blue to Green to Yellow to Red.

	Blue (1)	Green (2)	Yellow (3)	Red (4)
>51				
46 – 50				
41 – 45				
36 – 40				
31 – 35				
26 – 30				
<25				



*Color Preferences: Key Characteristics & Tips for Communicating*

<p><b>Overall:</b> Comprehending, Compliant, Thinker</p> <p><b>Key Characteristics:</b> Detailed, specialized, focused, seeks perfection.</p> <p><b>Strengths:</b> Precise, efficient, handles details others consider boring</p> <p><b>Overuse:</b> May appear cool and impersonal, emphasis on facts before feelings, nit-picking, slow to deliver product</p> <p><b>Fear:</b> Embarrassment, appearing incompetent</p> <p><b>Irritated by:</b> Surprises, unpredictability</p> <p><b>Support their:</b> Organized, thoughtful approach</p> <p><b>You should:</b> be accurate and precise with them</p> <p><b>They like:</b> Detail and precision</p> <p style="text-align: center;"><b>Analytical</b></p>	<p><b>Overall:</b> Controller, Dominating, Director, Sensor</p> <p><b>Key Characteristics:</b> Strong, competitive, forceful, decisive</p> <p><b>Strengths:</b> Direct, assertive, big picture, bottom-line, accomplishes a lot quickly, loves challenge/change</p> <p><b>Overuse:</b> can appear abrasive and intense</p> <p><b>Fear:</b> Loss of control, being taking advantage of</p> <p><b>Irritated by:</b> Inefficiency, indecision</p> <p><b>Support their:</b> Goals and objectives</p> <p><b>You should:</b> Get to the point!</p> <p><b>They like:</b> Being in charge</p> <p style="text-align: center;"><b>Driver</b></p>
<p><b>Overall:</b> Supporter, Amiable, Relater</p> <p><b>Key Characteristics:</b> Loyal, consistent, good listener, patient, peacemaker, concentrates on task</p> <p><b>Strengths:</b> Well balanced, good with people and tasks, keeps the status quo, dependable, understanding, gets the job done</p> <p><b>Overuse:</b> May be oversensitive, possessive, resentful</p> <p><b>Fear:</b> Confrontation and sudden change</p> <p><b>Irritated by:</b> Insensitivity, impatience</p> <p><b>Support their:</b> Feelings</p> <p><b>You should:</b> Take the time to build their trust</p> <p><b>They like:</b> To be helpful</p> <p style="text-align: center;"><b>Feeler</b></p>	<p><b>Overall:</b> Entertainer, expressive, promoter, socializer, intuitive</p> <p><b>Key Characteristics:</b> Playful, loves variety, spontaneous, flexible</p> <p><b>Strengths:</b> Enthusiastic, playful nature, fun to be with, wins people over, adaptable to change, dependable, sees the big picture</p> <p><b>Overuse:</b> May come on too strong, appears artificial, unpredictable, lacks seriousness, bored by detail, disorganized, too trusting</p> <p><b>Fear:</b> Loss of prestige, approval</p> <p><b>Irritated by:</b> Inflexibility, routine</p> <p><b>Support their:</b> Ideas, opinions, dreams</p> <p><b>You should:</b> Let them talk!</p> <p><b>They like:</b> The spotlight</p> <p style="text-align: center;"><b>Influencing</b></p>

